

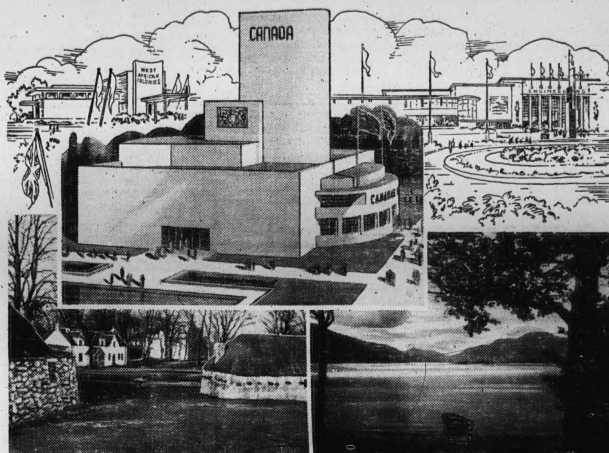
The World of Wheat

Commodity prices so far have only risen by 25%, and cost of living by 36%, but World wheat at Liverpool, and Chicago wheat prices, are still merely at pre-war levels.

These factors, separately and together, tend greatly to increase the price of all commodities, for gold and money are the yardsticks which measure price. It means, therefore, that

"It is time to remove the current widespread contempt for the past."
Hon. Dr. Cyrus MacMillan.

Empire Exhibition to Make 1938 Scotland's Year



A last year, was Empress's, with Coronation and France's, with the Paris Exposition, so 1938 will be all Scotland's and the Empire Exhibition, with the great Empire Exhibition which the Empire will open in the Scottish metropolis on May 3.

Weekly throughout the summer Canadian Pacific liners will land visitors from all four corners of the famed Tail of the Bank. Almost within sight of the exhibition grounds in Bellahouston Park. Not only will they see the exhibits, but they will be able to take these visitors attracted to Scotland by the big show will go on from there to see much of the best of Scotland. Appropriately enough this year has been named by the Canadian Scot's Re-Union

for one of their periodical tours to the homeland. They will sail in a large party in the Duchess of Richmond from Montreal on July 1.

In the natural beauty of Bellahouston Park, visitors will find the greatest show of Empire engineering and industry ever gathered in Scotland. The new pavilions will house the exhibits of every Dominion and there will be palaces of engineering, the arts, industry, to mention but a few. Free-top restaurants, built on stilts a few feet above the water, atop the central hill, spacious walks and gardens and amusements galore will provide relaxation for the visitors. Colorful and interesting festival decorations will be colored, there will be

green ones, blue, reds and yellows. The open-air restaurants and avenues will be gay with brilliantly colored sunshades and awnings. The water, where the scene will be flood-lit—a fairy-like scene on the banks of the Clyde.

The handsome pavilion seen in an artist's drawing, at the top left is the Canadian Pavilion at the Empire Exhibition as it will appear when completed. Lower right is a view of the site of one of the scenic beauty spots that most visitors to Scotland make a point of seeing during their visit. At the top is a view of the cottages of the Highland clachan at the Exhibition and at the top are artists' conceptions of two pavilions, the West African and the Palace of Engineering at the right.

ALBERTA

ALBERTA

that he earns is taken from him by way of taxes."—Sir Edward Beatty, K. C.

Irma, Alberta

"The individual's liberty to earn a living and provide for his dependents and successors is impaired in Canada by the fact that 20 per cent of all that he earns is taken from him by way of taxes."—Sir Edward Beatty, K. C.



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Hidden Taxation

The recent announcement that the national revenues of Canada for the first 11 months of the current year showed an increase of more than \$66,000,000 over the same period a year ago, coupled with the assertion that each month's balance sheet brings the possibility of a balanced budget, fever is undoubtedly caused by gratification, in Ottawa at least.

The same announcement also reported a decrease of nearly \$12,000,000 in expenditures for the same period; in other words a net gain to the budget of approximately \$78,000,000 and when revenues and expenditures were offset one against the other, a surplus of \$23,000,000 was shown, which, it was stated, may be wiped out by special heavy expenditures for relief and the C.N.R. deficit when the fiscal year ends on March 31.

A Proper Principle

From a strictly financial viewpoint, unquestionably a balanced budget or, to go a little farther, an excess of income over expenditure is a good thing whether it appears in the financial statement of a government unit, a private corporation or an individual. The principle has been recognized as a proper one for a long time. Charles Dickens, it will be remembered, pointed out the advantage, in terms of happiness at least, of an excess of revenue over expenditure, even if only a minute balance on the right side, when he quoted Micawber's now historic remark on the subject. If the principle of making both ends meet, or overlap a little, is sound in the case of the individual, it is equally sound in the administration of corporate affairs, private or governmental.

A surplus of revenue over expenditure is usually regarded as a hall mark of prosperity and the showing made by the Federal finances during the current fiscal year to date will undoubtedly be considered a symbol of financial recovery for the country as a whole.

Two Methods Of Approach

In governmental administration there are two roads which lead towards the goal of equilibrium between income and outgo. One of these is the path of reduced expenditures; the other, and sometimes the more easy one, is the broad road of greater revenues. The former is the real test of efficiency, so long as it is not carried beyond the point which would cause rejection, if the "penny wise, pound foolish" test were applied to it.

On the other hand governments are wont to congratulate themselves when the money tinkles in the cash register in increasing volume on the ground that it is a sign of increasing prosperity and prosperity, they say, is due to the policies of the administration that happens to be in office at the time, which may or may not be true, or which may be only true in part.

Only One Source

It has been pointed out time and again, but the fact is often overlooked, that there is only one source of governmental revenue—taxation in some form or another. The money must come out of the pockets of the people ultimately, directly or indirectly. If money is flowing more freely into governmental coffers it is only because people are paying more taxes than before. It may be in the form of an increase in rates or a decrease in exemption of direct levies or it may be in the form of increased rates on indirect tariffs and charges on goods and services, or it may represent merely a larger volume of turnover of goods and services without a corresponding increase in the taxpayer's income to meet the additional charge.

An Element Of Guess

Unfortunately for the average taxpayer it is very difficult, if not impossible, for him to ascertain with any degree of accuracy what he is contributing towards the cost of government when it comes to indirect taxation. So far as he is concerned it is truly "hidden" taxation. Authorities may quote figures, and they frequently do, in an endeavor to enlighten him, but as these authorities invariably differ and their figures are at least partially based on estimates, the result is usually befuddlement.

Sometimes one is almost tempted to believe that it would be better for the taxpayer if all taxation were confined to the field of direct levies. It would certainly make the taxpayer tax-conscious if he knew exactly what he is contributing towards the cost of government.

Fire Started By Cat

And now it appears the family cat has to be taught along with the children, not to play with matches. For it was Oscar Phaneuf's cat that was blamed for setting fire to his home in East Angus, Quebec, causing damage to the interior. The cat, sitting at a box of matches, was blamed for the blaze.

WAKE UP LIKE A CAVE MAN

Feel Full of Life—No More Tired, Dull, Heavy Mornings

Keep your liver healthy and you'll feel great every morning. When you wake up feeling "tired" your liver is out of order. Your liver clears the blood of poisons, separates the nourishing part of your food from the waste. Supplies energy to muscles, tissues and glands—gives out life, the body's laxative, helps stomach, kidneys and bowels to work properly. A more bowel movement, isn't enough. "Fruit-A-Tives" made from fruits and herbs, will strengthen and build up your liver like nothing else will. You'll be amazed how well you are every morning. Try Fruit-A-Tives. All druggists.

FRUIT-A-TIVES TABLETS

May Judge Plays

Celebrated Canadian-Born Actress May Adjudicate Plays At Winnipeg

Margaret Anglin, celebrated Canadian-born actress, may come to Winnipeg to adjudicate the finals of the Dominion Drama Festival the week of May 16, it is learned. Miss Anglin has been approached by festival heads on the matter, but so far a definite announcement of her appointment has not been made.

It was decided to have somebody from the United States to adjudicate this year's Dominion festival. Because English and French plays will be presented, the adjudicator must be a bilingualist. Col. H. C. Osborn, honorary director of the festival, recently visited New York and met Miss Anglin.

Shrimp of Alaskan waters are much smaller than shrimp of the Atlantic and Gulf coasts.

A pound of dried eggs is the equivalent of three or four pounds of frozen eggs.

FLIN FLON

"The Story of Its Finding and Position To-day"

By PRATT RUIN

Last week we'd just started from Island Falls for Flin Flon in an outboard motor canoe—we continue our journey.

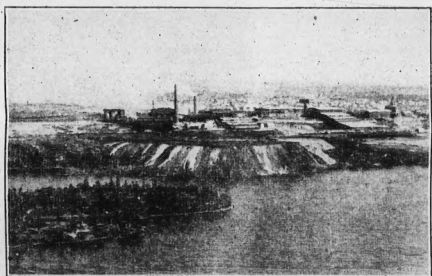
Another canoe, 24-foot, was equipped with a 14 h.p. Johnson outboard, attaining speed of 12 miles per hour for the four miles across Muddy Lake. The first portage was a long one, over two miles, but here we found rails laid out and a Plymouth gas locomotive pushed a flat car carrying the canoe and passengers across to Camp 6 where a 40-foot motor boat took us 20 miles across Barrier Lake. Lunch was served on the boat and tea was made with water boiled on the manifold of the engine, this with evaporated milk, thick pork sandwiches and preserved peaches as dessert certainly tasted good. Reaching Camp 5 at the south end of the lake we portaged one mile, again with a tractor and wagon, finding a 24-foot, 4-cylinder gas yacht on Lake 2 that carried us to Camp 38, where we picked up the patrolman, an Icelandic named Johannson, who had just arrived, soaking wet, on the dock. We were luckily an hour late or he'd have missed us and we would have had to walk 20, or more miles. No second street car coming shortly out there!

He lived at Camp 38 but had just arrived on a patrol. Without time to speak to his wife, because he'd heard the boat coming, he grabbed a raincoat and with his sharp axe and set bag made the wharf to catch us. That day he'd seen mouse and a black bear on his beat. He says mice are plentiful but it would be hard to get them out of the country. On we went 3 1/2 miles, then portaged again 30 yards with tractor and wagon. This time we took a canoe across too, and putting on an outboard motor ran one mile on Lake One. Another mile portage, and this time the tractor was being repaired, so we hitched ourselves to the straps of a wagon and pulled it, loaded with canoe and boys, over to Lake Mari,



Zinc Tank House. Man wears nose and mouth mask to avoid inhaling fumes. He is stripping the zinc in sheets from the cathodes which are made of aluminum at Flin Flon mines.

where a nice white yacht was waiting in the boat house equipped with a six-cylinder Russell gas engine. We telephoned from the boat house to Island Falls and they instructed us to watch a certain point where six fire fighters who were rushed up two weeks before should be ready to come out. Johannson also phoned his wife at Camp 38 through Island Falls, which acts as Central, so she might know where he was. Boy—10 time to get lost in a forest some time for a few days where phones can't catch up with me!



Note the developments in 1936. See the town in the background and how that dump heap has grown!

"Now that you are married," said the bride's mother, "I suppose you will take out an insurance policy?" "Oh, no," replied the husband, "I don't think she's going to be dangerous."

30 MINUTES AFTER Eating-Drinking ALKALIZE

AFTER A HEAVY MEAL..



The fastest way to "alkalize" is to carry your alkalizer with you. That's what thousands do now that genuine Phillips' comes in tiny, peppermint flavored tablets—in a flat tin for pocket or purse. Then you are always ready.

Use it this way. Take 2 Phillips' tablets—equal in "alkalizing" effect to 2 teaspoons of liquid Phillips' from the bottle. At once you feel "gas," nausea, "over-crowding" from hyper-acidity begin to ease, "Acid headaches," "Acid breath," over-acid stomachs are corrected at the source. This is the quick way to ease your own distress—avoid offense to others.



The Passing Years

Changed Positions Of Russia's Czar And A Polish Pianist

On a late afternoon the czar of all the Russias sat with his court, listening to the playing of Paderewski. Charming by the musician, Nicholas expressed delight that the great pianist was a citizen of Russia.

"Your majesty," replied Paderewski, "I am not a Russian; I am a Pole."

Smiling, the czar replied, "There is no such country as Poland—now there is only Russia."

"Pardon my hasty remark," said the artist, "you speak but the truth." Then with quiet dignity he turned to his piano and played, as an encore, Chopin's "Funeral March," that wordless song of Poland's sons who had fought, seemingly in vain, for the freedom of their beloved land. Before many years had passed, Paderewski had become the first premier of a free Poland, and Nicholas, czar of all the Russias, was no more.—Christian Science Monitor.

Early Sheep Shearing

Ranchers In Arizona Found It Increased Wool Clip

Sheep ranchers in the Yuma Valley of Arizona have learned they can increase their wool clip by shearing in November, instead of in January or February, as has been customary.

The innovation resulted from the discovery of one stockman, who did his clipping early last year, that he averaged about two pounds more of each sheep. He also caught an earlier, higher market and got a better price for his wool. The sheep are said to suffer no ill effects from earlier shearing. This year's total clip in the Yuma and Blythe (California) districts was almost 100,000 pounds more than normal. There are about 42,000 head of sheep kept on farms in this area.

Tramcars drawn by horses are still in use in the Isle of Man.

Platinum In Alaska

Production Last Year Was Valued At Nearly \$242,000

Eleven years ago platinum was discovered at Goodnews Bay, off Bering Sea, by Charles Thorsen, a "hardy" prospector. The working of deposits along certain streams by modern dragline excavators commenced in 1934, and by last summer operations had so increased as to merit the description of a rush. A bucket dredge was installed and is now in operation. Over 5,000 ounces of platinum, valued at nearly \$242,000, were produced last year by the new district, and indications are that this year production will be even larger. Annual world production rarely exceeds 300,000 ounces.

Dr. J. B. Mertle Jr., of the Geological Survey, found that the probable source of the Alaskan platinum is an elongated ridge seven miles by two, called Red Mountain. The platinum placers lie in an area which was not in the path of large Ice Age glaciers advancing from the mountain region northeast of Goodnews Bay, and the deposits thus escaped being gouged out and carried away.

A new note in Science says that the deposits resemble geologically the rich placers of the Ural Mountains. Like the Russian deposits, the source rock contains insufficient platinum for profitable working, but the stream beds, where platinum freed from the source rock through millions of years of erosion has collected, can be dredged for the metal profitably. This year, unless the ponds freeze up too soon, the Diesel-powered dredge will scrape up nearly 20,000 ounces of platinum metals from the bed of Platinum Creek.—New York Sun.

Proved Something

To show he was a better man than one his wife read about, who ate 40 pancakes, Elmer Siebert, living near Lima, Peru, consumed 47 at one sitting. The pancakes were washed down with four cups of coffee, and several slices of bread completed the meal.

Johannesburg, South Africa, will spend \$6,700,000 to eliminate slums for natives.

Over 5,000,000 pounds of raw silk was produced in Italy last year.



Christie's Biscuits

"There's a Christie Biscuit for every taste"



TRY THIS NEW WAXED TISSUE PACK

PRESTO-PACK

Wrap Your Food

YOU'LL be delighted with the simplicity of Presto-Pack—a flat pack of waxed paper for kitchen use. Just hang it up on the wall. Then pull one sheet at a time as you require it. You can't pull any more because of the ingenious way it's packed.

Try Presto-Pack today. You'll find it the handiest thing in the kitchen.

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WHAT HO!

CHAPTER VI.—Continued.

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"Afro-Anglo-Paraco Rubber, did

tic, liquid 1. **D. D. D. PRESCRIPTION.** Its gentle oils soothe the irritated skin. Clear, greaseless and stainless—dries fast. Stops the most intense itching instantly. A 35¢ trial bottle, at drug stores, proves it—or money back. Ask for **D. D. D. PRESCRIPTION.** 25

once formed the basis of a man's wealth. And they still do, for the dairyman. 2244



A Piece of Cloth

CLOTH is very old. It is as old as man-made fire or man-made shelters. It is older than pottery. No matter how far back into mankind's earliest beginnings the professors of history may search, they find that cloth is even older than history.

ALL DOWN THE CENTURIES, people the world over have spun and woven cloth. They made it in China, in the Nile Valley, in ancient Greece. The Indians of our continent produced very good cotton and woollen cloth.

TODAY in Canada we make excellent cloth. The textile industry furnishes employment to one out of every five industrial workers in this country. In 2,234 textile establishments, 115,000 men and women have steady jobs, year in and year out, winters as well as summers. The goods that they make form 13 per cent. of our total industrial production.

DOMINION TEXTILE COMPANY has been making cloth since the early part of this century. A Canadian company, financed by Canadian money, employing Canadians in six towns of Quebec province, this company feels that the cloth which it weaves is the equal of any produced in the long history of this ancient art.

Western Division

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The Sign of Satisfaction—

BAWLF

Reliability - Experience - Courtesy

Without exception you can count on every Bawlf agent to give you the benefit of expert service in marketing your grain

By the Load ... Car Load Lots ... or Consignment
N. BAWLF GRAIN COMPANY LIMITED

• THE BEST IS NONE TOO GOOD

Quality always counts. One of the most important steps necessary to improve quality and yield per acre is to sow **SELECTED SEED.**

To assist you in this endeavour, we offer you **AT COST** the **BEST SEED** available in Western Canada.

See your NORTHERN Agent for details.

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CALGARY
EXTRA LOW RATES FROM \$1.50
EXCELLENT COFFEE
ALSO OPERATING
HOTEL ST. REGIS
OVER \$1 and \$1.50—WEEKLY and MONTHLY RATES

EDMONTON'S POPULAR
Royal George and Leland Hotels
(Now being Completely Renovated)
offer
Comfort, Service and Courtesy
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FREE BUS MEETS ALL TRAINS.

MAKE MORE JOBS
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Published Every Friday by the Time Publishers, Irma, Alberta.
E. W. CARTER, Local Editor
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Want Ads, per insertion..... 25¢
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Card of Thanks 50¢
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WISE AND OTHERWISE WISE-CRACKS

By Alberta Editors

Hardisty World—The Main street is taking on a real springlike appearance these days and the traffic has been slowed down considerably. But March was ushered in quietly, so this may be only a false alarm.

w w w

St. Paul Journal—Several young folks, including the writer, were lustily singing in a cafe Thursday evening. A policeman had to tell us to quit twice! No, we were not drunk, just young.

w w w

Lacombe Globe—Ever since the present government was elected to power, the business men of this province have demanded, asked, begged and hoped for the inception of a sane businesslike budget and the scrapping of these social credit theories.

w w w

Castor Advance—We are wondering if the Castor Board of Trade are contemplating taking this question of electric light up, the same as other towns, and getting information necessary, and see if our little town is being discriminated against with other towns.

w w w

Olds Gazette—H. J. Ash, M. L. A. for this constituency, was the mover of the motion to increase the sessional indemnities of the members \$200. We always did have faith in Mr. Ash and that sooner or later he would be heard in the legislature.

w w w

Hanna Herald—Before the election Premier Aberhart said there would be no increase in taxation. With what mockery must sincere people read the latest budget, in the face of this solemn promise. Taxation is now at the peak and will increase still further, with the continuance in power of this promise-breaking government.

w w w

Vegreville Observer—The abolition of poverty in the midst of plenty proceeds apace in our Alberta legislature, where the members are about to help themselves to another \$200 per year additional sessional indemnity. Everybody gets a slice of the melon, even the cabinet ministers, already far overpaid, sharing in the good things provided by Santa Claus Solon Low.

By jingo: those lads have no intention of ever getting on the relief lists, which were so amiably hinted at by Mrs. Edith Gostick, M.L.A. The two Ediths, Gostick and Rogers, can now order their Easter millinery with light hearts.

w w w

Innisfail Province—At Edmonton this week the budget has been brought down and in it provision has been made for an increase in the indemnity of the members of the legislature, sixty-three in all, amounting to \$200.00 each, bringing their salaries up to \$2,000.00 per year or per session of two months.

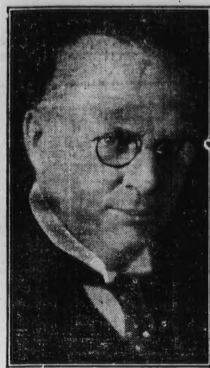
This would lead us to the conclusion that instead of the phrase "poverty in the midst of plenty," Mr. Aberhart and his followers should adopt the phrase "Plenty in the midst of poverty."

w w w

Red Deer Advocate—There is neither encouragement nor disappointment in the budget except to those who still had some faint hope that this government might at long last do something to implement its lavish promises. Evidently the government is still "pressing on". The increases in taxation will be borne by the citizens of the province with varying degrees of resignation, and its provisions will be severely criticized during its passage through the House. History is not made by budgets like this, nor is Social Credit brought any nearer.

w w w

London Daily Mirror—William Aberhart is the Prime Minister of Alberta. Mr. Aberhart has, by his system of economics, got Alberta into the most frightful mess. You may recall that he is the gentleman who proposed to give away five pounds a month to every adult in the State. Well now that things are rather awry many folk have up and started calling their Prime Minister a lot of rude names. Was he worried? Not he! With celestial calm he announced: "I had no ambition at any time to be Premier, but I believe God wants me to occupy my present position, and I shall not be moved by any other consideration."



HON. R. B. BENNETT QUILTS CONSERVATIVE LEADERSHIP

Ottawa, March 5.—Rt. Hon. R. B. Bennett Saturday asked the national Conservative conference here to relieve him of the leadership of the party.

Mr. Bennett said he would carry on until a national convention of the party was held, probably in the late spring or early summer of this year.

Social Credit Act and Other Acts Declared Unconstitutional by Supreme Court

By C. H. STOUT

Edmonton, March 8th.—The water that runs under the bridge has been left far behind by the words that have poured across the face of this social credit province and beyond since the supreme court of Canada ruled last week that the Dominion has the right of disallowance over provincial legislation, and that the bank taxation and control bills, and the measure to curb newspapers, enacted by the legislature last September, were unconstitutional.

Probably more staggering even than these decisions was the opinion of Chief Justice Sir Lyman Duff that the Alberta Social Credit Act, under which the social credit board functions, was itself ultra vires. It is hard to see by what means any further expenditure by the board can be legalized. It may not be possible for the Lieutenant-Governor to sanction the vote of \$100,000 to the board for 1938, submitted in the estimates, even if the legislature majority endorses the item.

Naturally Premier Aberhart and his government were put in a bad spot by the verdict. Provincial treasurer Solon Low in his budget speech ventured the hope that a tax of \$2,000,000 expected from the banks would offset the \$500,000 deficit of 1937 and the \$1,500,000 deficit expected for 1938. Rumors are prevalent to the effect that the government has "a couple of shots in the locker" as a final blast for a new credit system, but what these proposed schemes are has not yet been revealed. In any event any further unconstitutional legislation would only aggravate the situation and make an appeal to the country almost inevitable.

At this distance it would appear that the social credit strategists probably will make the next election issue that of provincial rights versus the rest of Canada. Portents of this campaign issue already are much in evidence. The federal cabinet will be held up as the big bad bogey that prevents any changed social order being established in Alberta.

Liberals Are Leading Way To Recovery

Liberal principles are bringing recovery and reform to Canada, R. C. "Bob" Marshall, Liberal candidate in the East Edmonton by-election, asserted at the rally on his behalf Saturday night in the Empire theatre. He pledged himself to work with all his ability and strength so that that program might be pushed ahead and the lot of the common man bettered. "Canada is on the march," Bob Marshall declared, "and Prime Minister Mackenzie King is at the head of the parade."

"The Liberal party is bringing Canada out of its economic troubles which have shadowed it for the past few years, and is going about solving our problems in a reasonable and constructive way," he added.

Margarine, or other substitute for butter, is prohibited in Canada, in contrast to Germany which produced 417,000 tons of margarine in 1936. The United Kingdom with 181,000 tons, and the United States with 176,000 tons were the next largest producers of this substitute for butter in 1936.

If You Cannot Call In Person: BANK BY MAIL



Although we have 500 branches, you may not find it convenient to come to the Bank to transact business. You can do your banking by mail. Thousands of our customers make deposits and withdrawals by mail. The process is simplified by the convenient forms which the Bank supplies free of charge. One enthusiastic mail-customer writes:

"Please accept my sincere appreciation of the careful and conscientious manner in which

your Bank is handling my family's accounts. They are not large but if there were a million in each they could not be looked after better, and it makes banking by mail a pleasure."

Write for our folder, "How to Bank by Mail."

BANK OF MONTREAL

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Modern, Experienced Banking Service... the Outcome of 120 Years' Successful Operation

Who Owns the Assets of Life Insurance Companies?

Answer.—These assets are jointly owned by more than 3,500,000 policyholders—men and women who constitute one-third of Canada's population.

Question.—What is the average share of each policyholder in these assets?

Answer.—About \$571. This shows that Life Insurance assets are made up of the savings of millions of thrifty men and women.

Q.—What is the nature of Life Insurance funds?

A.—They are trust funds held by the Life Insurance companies to pay policy claims as they fall due.

Q.—How are these funds invested?

A.—In loans to governments and municipalities—for building homes and schools—for improving farms—for constructing good roads and transportation systems—for developing industries and public utilities.

Q.—To what extent does Alberta share in such investments?

A.—More than Ninety Million Dollars of Life Insurance funds are invested in this Province.

This is the third of a series of messages, sponsored by Life Insurance Companies operating in Canada. The fourth, to appear in two weeks' time, will discuss Life Insurance investments.

Life Insurance



Guardian of Canadian Homes



Which Variety Shall I Use?

Many farmers are asking themselves this question.

It isn't easy to decide.

One piece of advice, however, may be given. By all means use a few bushels of high quality Certified or Registered seed of whichever variety is decided upon. This will certainly increase any farmer's income.

See the nearest SEARLE or HOME Agent for good seed at a reasonable price.

SEARLE GRAIN COMPANY, LIMITED

CANADA'S CHARTERED BANKS VALUE YOUR GOODWILL

WHETHER you deal with a bank or whether you don't, some time soon—say the very next time you are passing the bank's door—why not drop in and get acquainted? You're sure of a welcome, because the bank manager wants to know you. So find out for yourself what kind of fellow he is. And before you leave, take a good look at his staff.

The head offices are manned and managed by just that sort of man! Every general manager in Canada started in the banking business as a junior in some small branch, and rose from the ranks.

This is your introduction to a series of chats in the course of which you will be surprised at how little of mystery and how much of service there is in the business of banking in Canada.

Canada's chartered banks want your goodwill.

It is only by goodwill that banks make a living—and bankers are your fellow-citizens, the same sort of people as you are.

Of course bankers have heard all the old, threadbare jokes about the banker's glass eye, his delight in humiliating worthy souls who ask for loans—even that grand old chestnut about lending the umbrella when the sun is shining and taking it back when it rains.

So if you think you have a new joke, drop in and spring it on your local bank manager—he'll appreciate it. And if it turns out he's heard it before, he'll still have his sense of humour handy enough to get a chuckle, should you chance to tell him that the banks are being held responsible for the latest storm, or for the loss of the hockey game, or for his own neglect to summon prosperity from just around the corner.

Which should prove to you that your banker is, after all, a very human person. He likes people. All bankers like people. And they want people to like them.

Banks want to be helpful. They realize that they succeed only as the people of the community succeed. Enlightened self-interest? Well yes—but not altogether.

Your local manager will tell you that banks are not stiff-necked; that they do not enjoy refusing loans.

They'd be foolish if they did, for goodwill is the whole core and pith and substance of successful banking.

THE CHARTERED BANKS OF CANADA

Your local branch bank manager will be glad to talk banking with you. He will be glad to answer your questions, from the standpoint of his own experience. The next article in this series will appear in this newspaper. Watch for it.

Free Lending Libraries

Are being placed at one line country elevator in the towns, villages and hamlets throughout the areas of Western Canada which have suffered crop failures as a result of lack of rainfall in recent years. These libraries, which owe their initial inception to Her Excellency The Lady Tweedsmuir, are made possible through the joint efforts of the Association of Canadian Bookmen and other public spirited organizations and citizens throughout Canada. The North-West Grain Dealers' Association has made itself responsible for the expense of housing, distribution and circulation of the books.

Members of families, regardless of which elevator system or company they patronize, may obtain the loan of books from this library without charge. When the books in a library have served the needs of a community another unit will be moved into the district.

If your community has not yet received a library, and you desire one, communicate with your line elevator agent or write to

North-West Grain Dealers' Association
Winnipeg - Manitoba

Viking News Items

Spring flowers and white wedding bells intermingled in an attractive setting for the wedding Sunday of Miss Sophie Ratner, daughter of Mr. and Mrs. J. E. Ratner of Grimsby, Sask., and Mr. William Comisarow, son of Mr. and Mrs. M. Comisarow, of Stony Plain, which took place at the west-end home of Mr. and Mrs. A. Frattin, sister of the bride, Edmonton.

For the ceremony, which was performed by the Rev. Rabbi Haft, the bride wore a coral taffeta gown, a coral shoulder-length veil and a coronet of French flowers. Her bouquet of roses and lily of the valley was fastened to her prayer book.

Mr. and Mrs. F. W. Fish announce the marriage of their second daughter, Margaret Estelle, to Edward Mitchell, son of Mr. and Mrs. O. Fitzmaurice, of Viking, Alberta.

The Rev. A. K. McMinn, of McDougall United Church, officiated at the ceremony which took place on February 2nd in Edmonton.

A charming wedding was celebrated in the social room of the First Presbyterian church, Edmonton, on the afternoon of Saturday, March 5, when Miss Vera May Elizabeth Speers, eldest daughter of Mr. and Mrs. Alec Speers, became the bride of Mr. Donald Reuben Swift, second son of Mr. and Mrs. T. W. Swift, of Viking.

A league scheduled game was played on local ice Friday night, when Tolden took the Viking team to town to the tune of 6-2. The game was fast, with plenty of thrills and frills, and many sensational rushes by Rasmussen.

The first period was fast, with one goal scored on each side. The puck was put in just after the "time" and the goal was not counted.

The second period was just as fast as the first, with Holden boys scoring two, while Viking did not score at all.

The third period was also fast with Holden still scoring. About half way through a fight was started resulting in penalties for G. Ash and Edworthy.

Viking was playing all men up with Rasmussen on defence. He made two sensational rushes resulting in Beckett scoring on a pass from A. McEachern who received it from Rasmussen.

A number of young friends were guests of Don Rollans on Monday after school to enjoy with him the celebration of his twelfth birthday anniversary. Games, contests and a real delicious lunch were the highlights of the occasion. Boys present were Junior Broughton, Ian Armstrong, James Taylor, Walter Marlow, Bill Gillespie, Norman Phillips, Don Stafford, Alfred Rosen, Leo Chiswell, Lindsay Thunell, Billy and Don Rollans.

The death of Most Rev. Archbishop O'Leary, of Edmonton, occurred in Victoria on March 5th, at the age of 58 years. His passing is mourned by friends of all denominations. He was a kindly generous man devoted to his high duty. Many in this community will remember his pastoral visits to Viking on several occasions. The funeral will take place in Edmonton on Friday at 10 a.m., at which time Pontifical Requiem High Mass will be celebrated in St. Joseph's Cathedral. Requiescat in Pace.

The Harmony Quints are playing for a dance after the show on March 18th. Come and enjoy dancing to the music of this peppy orchestra from Holden.

Word has been received of the death of L. F. Sherrin, at the age of 71 years, in Edmonton. The late Mr. Sherrin conducted a hardware store in Viking about twenty years ago, later moving to Perintosh. He has resided in Edmonton during the past ten years. He leaves to mourn his loss, his wife, two daughters and one son. Starting April 8th, stores and local business places will close on Wednesdays at 12:30 noon, during months of April, May, June, July and August. Considerable interest is taken locally in the radio broadcasts by Dr. G. M. Little, medical health officer for Edmonton, formerly practicing in Viking.

Miss Eleanor Goodwin left for Edmonton last week where she is a nurse in training at the Royal Alexandra hospital.

Mr. T. E. Tanner, of the Calgary Power Co., purchased a new 1938 Plymouth sedan from Taylor's garage this week.

Horace Rollans was in the hospital a few days recuperating from an attack of the flu. We are glad to report that he is doing nicely.

People are asking what is the enlarged school area board doing. Minutes of their meetings will be published if received at this office.

The annual meeting of the Viking curling club will be held in the Viking hotel on Saturday, March 12th. Following a banquet that starts at 7 p.m. the business meeting will be held. All curlers and others interested in curling are urged to attend. Tickets 50c.

SPORTS

By H. B. C.

In curling there is an occasional shot that appears beyond explanation. In a game with Percy Main in the local bonspiel, Ken Hilliker put a rock through a port, took out Percy's shot rock and lay five. One of the players took another rock and tried to steer it by hand through the same port and found it impossible. Did Ken make this rock jump over or dive under? Or was his rock slightly smaller? Maybe it was something like that Hindu rope trick, where the boy climbs an imaginary rope into the clouds, the fellows just imagined they saw Ken do that, while he had them hypnotized?

The popularity of the glider is increasing, as clubs are forming in all parts of the world and information and instruction is available. One admires the hawk soaring aloft with no apparent movement of the great wings. A glider in the hands of a skilled operator will rise four or five thousand feet and travel great distances, with no power but that of the wind striking his sail-plane. This game of playing bird must be great fun and fearfully exciting.

The Dominion Curling Association reports a membership of 24,000. Of course that does not include all the curlers, only those who have paid in the fee. Possibly there are twice that number who play. Our long winters are suited to this game and Canadians have developed great skill in this group sport. Quite often it takes the whole four men to make a perfect shot, or spoil what might have been perfect. It is the combination that counts, perfect harmony proving essential. A little discord ruins the best individual efforts.

A golf game in England that lasted 16 years ended last week with the death of George New. Every Thursday he and W. R. Chamberlain played 18 holes, and agreed to continue the contest "to the death."

Just after England announced that Wooderson covered the mile run in 4.04, along comes the U.S. with a new record for their man Cunningham, 4.04. The latter says that he expects someone will eventually hit the four minutes. That would mean travelling at 22 feet per second all the way. Looks impossible.

BRUCE BRIEFLETS

The Bruce Social Credit Group is stronger than ever this year. There are now 37 members and the monthly meetings are well attended by both members and visitors. The group will hold a pie social at the home of Mrs. Logan on March 23rd. All are welcome.

"Unemployment should always be above politics."—Premier Maurice Duplessis.

"Democracy today is being challenged and if democracy is to survive as a form of government, men and women must give the best of their organized effort to maintain that democracy."—Rt. Hon. R. B. Bennett.

If you have something valuable that you can't use and somebody else may want, an advertisement in this paper will sell it for you. Try it.

BARGAINS to the PACIFIC COAST

BLUE RIVER, MONTREAL AND WEST
TO VANCOUVER
VICTORIA - PRINCE RUPERT

TICKETS ON SALE DAILY
MARCH 18th TO 26th
RETURN LIMIT 30 DAYS

Stopovers allowed Edmonton,
Calgary and West.
Good in Coaches, also in Tourist
and Standard Sleepers
upon payment of regular
berth fare.

TRAVEL IN COMFORT
ON AIR-CONDITIONED
TRAINS

Delicious Meals at Low Cost
in the Dining Car.

Special Lunch Service
to Tourist Cars and Coaches
on The Continental Limited

FOR FURTHER PARTICULARS
ENQUIRE ANY AGENT

CANADIAN
NATIONAL

Serve
dried or pickled
FISH



for NOURISHMENT
AND ECONOMY

DRIED or Pickled Canadian Fish is one of the most nourishing and economical foods that money can buy. It is rich in proteins, and in the mineral elements that build good health.

No matter where you live, your dealer can secure Dried or Pickled Canadian Fish for you. You can choose from such dried fish as cod, pollock, haddock, hake, and cusk, and from such pickled fish as herring, mackerel, and alewives... every one of which can be served in a variety of tasty recipes.

Serve dried or pickled Canadian Fish to your family often. It makes a welcome change at meal-times... and you will find it very economical.

DEPARTMENT OF FISHERIES,
OTTAWA.

Ladies!

762
Department of Fisheries,
Ottawa.

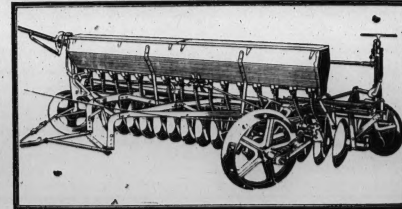
Please send me your free 32-page Booklet "Any Day a Fish Day", containing 100 delicious and economical Fish Recipes.

Name: _____
Address: _____

WD-4

ANY DAY A FISH DAY

NEW POWER-LIFT SEEDER PLOW



Here's the most modern machine for plowing, hilling and sowing in one operation. Take off the seeder or leave it on and you have a splendid tool for summer fallowing. Let the nearest Case dealer show you its new power lift that gives you a real clearance of blades... how a pull on the trip rope raises disks from four inches in the ground to six inches clear... how handy adjusting screws set the working depth exactly where you want it and give you the transport clearance of over a foot.

77 MODERN MONEY SAVERS

Every one of the 77 Case implements and machines for plowing, tillage, seeding, cultivating, haying and harvest is built to the same ideals of faster, finer work... easier adjustment and operation... lower upkeep and longer life. That's why "IT COSTS LESS TO FARM WITH CASE."

J. I. CASE CO., Calgary, Edmonton

CASE

More "life" and nutrition in PURITY FLOUR Best for all your Baking

Conservation and Reforestation

"Twenty-five per cent. of land should be forest, if water supply is to be preserved, purified and regulated."

The foregoing is an extract from a lengthy article in a recent issue of Toronto Saturday Night penned by E. Burnham Wylie, in a strong appeal for a vigorous national policy for conservation of the existing timber wealth of the country and for a permanent and progressive policy of reforestation to replace depleted reserves.

While the writer makes his comment particularly applicable to conditions in Ontario and the Maritime provinces, the subject is of more than passing interest and importance to Western Canada in view of the effect of denudation of timber upon the future of agriculture.

An Important Influence

It is true that the ability of stands of forest to draw precipitation is a controversial topic among experts but there is no gainsaying the statement that forests can and do exert an important influence in conserving moisture that actually falls to the benefit of field crops, livestock and every other branch of the agricultural industry. Practical farmers have observed time and again that snow which has been held by trees and even fences has in dry years spelled the difference between a good crop and a poor one, or between a fair crop and none at all within the area influenced by such trees or fences. Similarly, it should be generally understood by this time, that even a few trees exert an influence on the retention of summer moisture within a limited contiguous area, to say nothing of their value in tempering high-winds to neighboring crops, for the shelter of livestock, prevention of soil erosion, and insurance of a permanent supply of timber for fuel, construction and other industrial purposes.

All of these and other aspects of the question of conservation of forest resources and reforestation are dealt with in Mr. Wylie's enlightening contribution and he quotes freely Canadian and United States authorities in support of his general contention that "we know to-day that agriculture is frightfully handicapped as forests are stripped from the land."

Little Protection Here

If 25 per cent. of the land under tree growth is a proper balance, as Mr. Wylie says, then very large sections of the Canadian west are far short of this requisite protection, for the agricultural industry and other areas, which a few years ago harbored substantial stands of trees, will fall into the same category, sooner or later, unless a sound policy of conservation reforestation is adopted. It is aptly pointed out that a tree which has taken many years to grow can be cut down in an hour or two or perhaps even in a few minutes.

Even in some sections of Ontario, regarded by westerners as a well-forested country, and at one time clad with dense forests, timber has been depleted to such an extent that less than five per cent. of the land has even scrub tree growth, with the result, to quote Mr. Wylie, "wells fail, streams dry and pasturage withers when the forests have gone."

As far back as 1922, E. J. Zavitz, now Ontario's chief forester, is quoted as stating that "at the present rate of cutting the stand of pines in the Laurentians which took centuries to grow, will be exhausted within 20 to 25 years," indicative of the extent of the slaughter of those once great forest reserves."

It is important and interesting to note that not only does the absence of trees enhance drought conditions in semi-arid country but also is responsible for floods in periods of heavy rainfall, if Mr. Wylie's diagnosis is correct, and there is plenty of authority to support him.

Damage Is Result

"Where forest trees have been consumed from slopes and plains the land is left without a natural umbrella to break the force of heavy rainfall," says this author. "The downpours score the land, carrying tons in of drifting muds, floods into streams, and is incapable of holding the new volumes of frost water plus the washed down soil—result, the devastating floods that caused more than twenty-five million dollars in damage to homes, farms, bridges and embankments last spring."

The Western provinces and many counties in the East are faced with the necessity for costly schemes to retard soil erosion that has reached threatening proportions. Had the western people planted forests as well as wheat, there would be no drought problem in the west to-day in anything like the devastating threat that now means the depopulation of vast reaches of western lands and the terrifically costly relief bills to be met annually."

Principles Sound

While Mr. Wylie may have exaggerated the extent of the area which may have to be depopulated, nevertheless his view of the underlying principles of the value of conservation of forest resources and reforestation is as sound in Western Canada as in the east and is worthy of serious reflection in the interests of the future of the principal industry of the prairies.

There are other arguments in support of a progressive policy of reforestation and conservation, as for instance the effect of denudation of trees on the wild game and fish resources of the country and the aesthetic value of trees which could well be expended were space available.

FLIN FLON

"The Story of Its Finding and Position To-day"

By PRATT KUHN

Last week we were looking for a gang of fire fighters—here's the outcome of our search.

We found the men, and as they saw us they struck camp, packed their tent, bags, etc., and carried all pumps, tools, etc., on board within 15 minutes. They had succeeded an hour before in finishing off a fire that got into the muskeg and burnt an area of three miles by two. All the men were whistled and tired out. Tobacco had given out and some old timers smoked Kinnikinnick, which is the insular bark of red willow, dried and crushed.

Further down the lake we stopped to let Johnson out and pick up his mate. There's a telephone in a heavily protected box at this point, and a regular small wharf. The patrolman from Mile 13 had completed his trip and was now hitch hiking back to save the walk.

When we reached the end of Lake Mari we transferred to an electric locomotive that took us one mile and transferred us to the regular sand train for Flin Flon, eleven miles away.

Riding in the tremendously powerful C.C.E. locomotive we found we were hauling eight cars each weighing 45 tons and loaded with 32 tons of sand or 616 tons without the engine.

Finally we landed a block from the hotel at 11:10 p.m. We started at 8:45 a.m. and travelled perhaps 80 miles and took 14½ hours, against 40 minutes going up. Do you wonder the north west planes "over where?" And remember, we were travelling in comfort beside the prospector who was to paddle his canoe, portage it and all his goods on his back.

I must tell you of the floating islands that sometimes appear. One came down in the summer of 1932 that was a quarter acre in area and ten feet thick with trees on it six inches in diameter.

Of course, the double booms in front of the intake gates stopped it but it took some manoeuvring to move it to the spillway section by man power. Two travelling cranes took out stop logs and fed it through the openings of the dam.

The Churchill river is remarkably clean in this section though, considering the bush territory through which it flows. However, I got a shock when I saw a dead moose, a resident and here it is as a natural curiosity. The superintendent at Island Falls is Rex W. Davis, born in Clarendon, Alta., and educated in the University of Utah, Salt Lake City. The assistant superintendent is M. F. Huffaker and the company operating Island Falls is the Churchill River Power Company, Ltd., a subsidiary of the Hudson Bay Mining and Smelting Co., Ltd.

Prefer Lonely Job

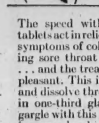
More than 300 men, who say in their letters that they seek to escape the "city blues" and "false civilization," have applied at Melbourne, Australia, for four positions vacant on lighthouses. Most of them admit they have had more experience as policemen, accountants, writers, musicians, clerks and train drivers than as seamen.

SORE THROAT WITH COLDS Given Fast Relief

Take 2
"Aspirin" Tablets with a full glass of water.



Crush 3 "Aspirin" Tablets in ½ glass of water—gargle twice every few hours.



The speed with which "Aspirin" tablets act in relieving the distressing symptoms of colds and accompanying sore throat is utterly amazing, and the treatment is simple and pleasant. This is all you do. Crush and dissolve three "Aspirin" tablets in one-half glass of water. Then gargle with this mixture twice, holding your head well back.

This medicinal gargle will act almost like magic on the inflamed and sore, irritated membrane of your throat. Pains cease promptly; rawness is relieved.

"Aspirin" tablets are made in Canada. "Aspirin" is the registered trade-mark of the Bayer Company, Limited, of Windsor, Ontario. Look for the name Bayer in the form of a cross on every tablet.

Demand and Get
"ASPIRIN"
MADE IN CANADA



The floating island approaching boom in front of Island Falls power house dam.



Floating island being pulled in-shore to be broken up and shot over the dam outside the danger point to the power plant.



A close-up of the floating island. Many feet thick and with trees eight inches in diameter. It rests against the boom at Island Falls before being broken up and washed away.

Shows Alarming Decline

Small Consumption Of Eggs In Canada Is Ruining Poultry Industry

Startling figures are presented by Fred W. Beeson, Editor of Canada Poultryman, Vancouver, in a signed editorial, showing an enormous annual loss to the industry. He draws pointed and very timely attention to an alarming condition in one of Canada's major industries, an industry valued at more than \$100,000,000 annually, suffering the tremendous drop in domestic consumption of one billion eggs annually.

The question is asked poultrymen, "what are you going to do to meet the competition of breakfast foods, vegetable and fruit juices which are daily pushing the egg off the dining tables of the Dominion?" Figures from the Dominion Bureau of Statistics show the steady decline in egg consumption during the last ten years. Whereas the per capita consumption in 1927 was 256 eggs, it is to-day down to 260 eggs, a decline of exactly eight dozen for every man, woman and child in Canada.

A petition is published asking the Hon. James G. Gardiner, Dominion Minister of Agriculture, to secure an appropriation of \$100,000 for the purpose of conducting a national advertising campaign, similar to that now in effect for the Fishery industry, sponsored by the Department of Fisheries.

It is pointed out that many thousands of families are wholly dependent on egg production for a livelihood as well as thousands more employed in the distribution of poultry products. Besides these there are tens of thousands of farmers who rely on egg money to buy their groceries, clothe the children and pay taxes. Also large sums are lost to Canadian feed, supply and equipment houses through smaller flocks and lowered gross production.

When Experts Disagree

Sir Hugh Bell says the best way to spend money now is to save it, while Prof. J. N. Keynes, another English authority, declares, "When ever you save five shillings you put a man out of work for a day." Slowly but surely we're coming to the belief that the experts don't know a damned bit more about it than the rest of us—Windsor Star.

Sharp Youngster—"Can you tell me where all the pins go to?" Another Sharper Youngster—"Well, it's hard to say. You see they're pointed in one direction and headed in another."

British engineers find that colored roads can be seen more clearly at night, particularly such colors as a golden yellow, dull orange and brick red.

Western Poet Dies

W. C. Sandereck, Saskatchewan School Teacher, Published Collection Of Poems

One of Saskatchewan's better known poets and a teacher in schools of this province for nearly 25 years, W. Clark Sandereck of Pithou, Sask., died in a Saskatoon hospital recently. Mr. Sandereck's principal collection of poems was printed in 1935 under the title "The Dance in the Buffalo Skull."

Mr. Sandereck had hundreds of friends throughout the province but few knew that he was ill in hospital before his death.

Mr. Sandereck was born in London, Ontario. He came to Western Canada in 1880 with his parents who settled at Pilot Mound, Manitoba.

Mr. Sandereck is survived by his widow and two daughters.

One wonders a little if the apple growers of Canada have been as much alive to the possibilities of their product as have the growers of citrus fruits.

"YOU'LL ROLL BETTER WITH OGDEN'S"



When you "roll-your-own" with Ogden's Fine Cut, you're headed straight down the highway to happier smoking. It's top-notch cigarette tobacco—rolls 'em the way you want 'em—cool, mild, and mellow from the first puff to the last. Why "tuck" with anything less satisfying than Ogden's? You ought to use the best paper, too—"Chanticleer" or "Vogue".



Buildings Are Completed

Scotland Preparing Great Welcome For Visitors To Exhibition

Scotland is preparing one of its greatest welcomes for the thousands of its people and the travellers who will flock to Glasgow this summer for the Scottish Empire Exhibition.

Opening May 1 and continuing through October, this \$50,000,000 exhibit will be one of the premier tourist attractions of Europe this year, and will act as a magnet to draw loyal Scots home from every corner of the globe.

"Already 80,000 season tickets for the Exhibition have been sold to the people of Scotland alone," says Douglas Malcolm of the American Travel Service, who predicts that between 15,000,000 and 20,000,000 people will visit the display this summer.

A 300-foot observation tower, accommodating over 600 people at a time, will mark the centre of the Exhibition grounds. It will stand on a hill rising 170 feet and will dominate an illuminated loch. On a clear day visitors to the tower will be able to see nearly half of Scotland.

The buildings for the Exhibition are now complete, and hundreds of men are busy putting the finishing touches on the interiors. King George VI will open the exhibition.

Apples, pears, peaches, and loganberries are the chief fruits exported from Canada, the United Kingdom taking about 60 per cent.

The dial of the clock in the Eiffel Tower measures 81 feet and is placed at a height of 600 feet. It is illuminated at night.

PATENTS

AN OFFER TO EVERY INVENTOR. List of inventions and full information sent free. THE RAMSAY COMPANY, Registered Patent Attorneys, 216 Bank Street, Ottawa, Canada.

An Altitude Record

Free Balloons From U.S. Weather Bureau Ascend 82,600 Feet

Altitude record for free balloons was established at Boston recently when the United States Weather Bureau had one of its radio balloons sent up from the airport to record temperature in the upper air. An altitude record of 82,600 feet, approximately 15½ miles, was established. The temperature recorded was 59 degrees below zero.

ALMOST A WRECK!



MANY folks are thin and pale—they're weak, feel tired, look dishevelled. This condition should not be overlooked. Dr. Pierce's Golden Medical Discovery is a tonic which increases the appetite, eliminates waste from the system, and tones up the digestive system. Read the following testimonial: "I could not eat a morsel because of the bad after-effects—sour stomach, gas and acid indigestion. Finally, I took a few bottles of Dr. Pierce's Golden Medical Discovery and my digestion was better. I enjoyed my meals, no ill effects, my appetite improved and I felt much better in every way." Buy now at your druggist.

Sold Horse For Food

Madrid Cabby Consented For Animal Killed By Shrapnel

An unhappy caddy of Madrid whose horse was killed by shrapnel from an insurgent shell that exploded against the front of the Associated Press office found consolation in sudden wealth. While he was bewailing his luck and his loss of a livelihood three food buyers appeared and the bidding for the horse worked up to 625 pascas (\$43.50). The successful bidder replenished his purchase immediately to replenish the supplies of a collective dining room.

Branding was a legal punishment years ago, but often it was only a formality, with a cold iron being used.

When a girl seeks some way to pass the time she seldom looks in the kitchen.

The Sahara desert is a tableland with a mean elevation of 1,500 feet and has mountains 9,000 feet high.

Hardest thing we ever did was making ten easy payments. 2244

Keep Foods Deliciously Fresh

Keep your foods—cakes, bread, pies, cut meats, etc.—under a covering of Para-Sani Heavy Waxed Paper. You'll be amazed at the length of time they'll stay fresh, delicious! Para-Sani is the name of the sanitary knife-edged carton, the exacting tests ask for Appleford's "Centre Pull" Packs in sheet form.

Appleford Paper Products

HAMILTON ONT.

Warehouses at Calgary, Regina and Winnipeg

Spring Requirements!

Inexpensive School Shoes



Serviceable little school shoes that do not lose anything by their smart appearance. One-strap models for children and Misses, made from strong cream Elk leather; leather insole, strong comfortable "Sportex" outer soles. Repairable welt, counter and full back-strap. Sizes 5 to 10½ **1.19**
Misses' sizes 11 to 2 @ **1.49**

Misses' Oxfords

A beige Elk Oxford that will give you your full value in service rendered. Nicely made from Beige Elk. Repairable welt sole; leather insole. Mocassin vamp. Sizes 11 to 2. Per pair **1.75**

Growing Girls' Oxfords



"Eclipse" Shoes are good shoes for the school girl or woman who wants a walking shoe. Smart, new lasts, with medium low heel. Come in beige, black and brown. Narrow or medium widths. Sizes 3 to 8. Priced from **2.98**

Women's Calf Oxford Special

For school or every-day wear, a nice smart last in a good quality black calf shoe; imitation Scottie front; McKay sewn Oak sole; medium heel; round toe; all sizes. Specially priced at **2.69**

Misses' Slacks

Sizes 10 to 15 years in girls' slacks, made from the famous 12-test drill; navy blue with red trim; flat fit gusset back; narrow red piping; red or nickel buttons. A strong garment of good appearance. Per pair **1.39**

Kiddies' Playalls

Monarch made playalls. Strong navy drill; nickel buttons; Cadet blue; best red piping; breast pocket. Sizes 2 to 8. Per pair **89c**

Boys' Twelve-Test Special

For the small boy. Cuff bottom; navy 12-test drill. Elastic back. Sizes 6 to 10. **1.19**

Boys' Black Pant Special

Made from strong black denim; wide band, elastic back; cuff bottoms. Sizes 6 to 10. **98c**

Boys' Doeskin Windbreakers

For the spring days. Dark brown doeskin windbreakers; in a good weight, Edmonton made; a strong, smart garment. Sizes 6 to 16 yrs.

Buttoned Front **1.49**
Zipper Front **1.95**



Boys' School Shirts



Edmonton made North-Western boys' shirt. Made from fine strong zero shrunk drill in navy or khaki. Well made, good size, full yoke back. Sizes 11½ to 14½. **85c**

Boys' Better Pants

Made from strong dark grey serge cotton and wool mixed. A good looking, good wearing pant; belt loops and cuffs. Sizes 10 to 13 years. **1.89**

Boys' Rider Pants

Monarch made Rider pants for boys. Strong 8 oz. white back denim; rivetted, flat inset back. Just the same make as the best men's Riders. Strong and roomy. Up to 16 years. **1.19**
SPECIAL

Men's Pedro Jackets

Short style service jacket for men. Made with the comfortable new round collar, fully faced front; two side take-ins; full 8 oz. weight. **1.75**
Sizes 36 to 42. Priced at only

Men's "Work Master" Bib Overalls

Not a skimmed overall but a Union made full engineer style. Standard number of pockets. 8 oz. white back denim. Full legs; good high **1.79**
bib. Special

Men's Cotton Work Pants

For the man who prefers a pant cut in his work garment, made in Edmonton from strong cotton cloths. Extremely well made and finished; cuff bottoms. Per pair **\$2**

Men's Work Socks

A good weight work sock for spring. Medium weight, made from combined wool and cotton yarns. Grey shade, white heel and toe. **95c**
25c a Pair. FOUR PAIRS

Men's Dress Socks

New spring stock in men's fancy hose. "Wearwell" brand, light weight cashmere yarns combined with a small amount of lisle for extra wear. Nice new patterns. **39c**



QUALITY FOODS ECONOMY PRICES

HERRING AND TOMATO—Connor's **25c**
Herring in Tomato Sauce. TWO TINS

SARDINES—Brunswick Sardines. 5 Tins **25c**

SALMON—Fancy Quality Solid Pink **29c**
Salmon. TWO TINS for

PEAS AND CARROTS—Aylmer Green **29c**
Peas and Young Carrots. TWO TINS

PURE JAM—4 lb tin Pure Gooseberry **50c**
Jam. Per tin

ALL-WHEAT—This popular Cereal and **25c**
a glass free. TWO for

PEACHES—Choice Peaches, Halves. **35c**
No. 2 tins. TWO TINS for

Extra Specials

Saturday and Monday

OUR BEST WHITE NAPTHA SOAP. **24c**
8 BARS FOR

MALKIN'S BEST COFFEE. **39c**
1 lb Tins

LOCALS

Mrs. G. Watkinson spent a few days in Edmonton this week.

Mr. Clayton Peterson is recovering from an operation for appendicitis, performed in the Hardisty hospital.

Mr. Ross McFarland was fortunate in securing a large flow of soft water at his residence last Tuesday at a depth of 230 feet. Mr. T. Scheick was the driller.

Bring your jug to Elford's for Extra Fancy Barbado's Molasses. \$1.50 per gallon. A food and a tonic.

The Irma Branch, Canadian Legion, will hold a general meeting on Saturday, March 19th, at 8 o'clock, to make arrangements for the Vimy dance. All members are asked to attend.

Master Bobby Wilbraham accompanied his father to Edmonton this week and intends paying a visit to the Parliament buildings while the legislature is in session, to stop, look and listen at the doings of the M.L.A.'s.

The Irma Social Credit Group held their regular meeting at the home of E. L. Elford Monday evening, Mar. 7. There was a large number present and a lively interest shown in the work. A number of new members joined. It was decided to hold a social evening in Kiefer's hall on 17th of March.

A meeting of the Irma High school board was held last Saturday, March 5th, at which the report of the delegate to the Trustees' convention was given and accepted. Mr. F. C. Wieser is the trustee representing Strawberry Plains school district now in place of Mr. A. E. Blakeley.

Mr. F. M. Hill is attending Grand Lodge of the I.O.O.F., in his official capacity of Grand Conductor, in Edmonton this week. Mr. Jas. A. Hedley, official delegate from the Irma lodge, and Mr. Chas. Wilbraham are also attending Grand Lodge.

Don't forget the social evening to be held by the Irma Social Credit group in Kiefer's hall, Thursday, 17th of March. A committee of D. Glasgow, Mrs. Hager and E. L. Elford are looking after the entertainment for the evening and a good time is anticipated for all. Social Crediters with their families are invited.

I have taken over the International Harvester Co., and Imperial Oil agency at Hardisty, and have on hand a large supply of eveners, plowshares and numerous other articles you will be needing now, which I will sell cheap for cash. Much of this stock was taken over before the increase in price. I am willing to pass these goods along cheaper than you can buy them elsewhere. There are also some second-hand McCormick-Deering tractor repairs at ¼ their new price. This supply is getting smaller every day so don't delay in fixing up that old 15-30. Spring is just around the corner. Drive down. It will pay you. — F. Clifford Saville.

WANT ADS

FOR SALE—A stack of green oat sheaves. Also straw to exchange for wood. — Jack Sawdon, Irma, N.E. of 4-47-8. 11-18p

FOR SALE—Bull calf, 8 weeks old, pure bred Jersey. — Thos. Marsden, Irma, Alta.

FOR SALE—N.W. ¼-1-45-3-w. 4 M. 160 acres, 80 acres cultivated, small granary, fenced and cross fenced \$1680.00—Terms. Write A. E. Allan, 304 Connaught Bldg., Ottawa, Ontario, Canada. 1214

FOR SALE—One 20-run single disc Massey Harris drill, in first class shape. — J. N. Carrington, phone 108 Irma, Alberta. 4p

FOR SALE—Four work horses and one 9-months' old colt. Phone R307, John Hubman, Irma. 25-4p

IRMA LODGE No. 36



Meets First and Third Tuesday in each month, at 8 p.m. in the I. O. O. F. Hall. Visiting Brothers Always Welcome.

IRMA L.O.L. No. 2046

Meets the last Monday in each month at 8 a.m. Worshipful Master: V. Hutchison Recording Secretary: R. H. Dempsey Visiting Orangemen always Welcome

Shipping Hogs

SHIPPING HOGS EVERY TUESDAY HIGHEST PRICES PAID!

A. E. Foxwell PHONE 13

Professional Cards

DR. H. L. CALDWELL, Dentist, of Viking will be in the IRMA DRUG STORE Every FRIDAY for Professional Services.

DENTIST

DR. E. V. SPRINGBETT, Wainwright, IN IRMA EVERY TUESDAY

CLIFTON G. PURVIS, Barrister, Solicitor & Notary Public, Viking Phone: Office 7, Res. 30. Irma Phone: No. 37. Visits W. Masson's Office, Irma, every Friday.

WILLIAM MASSON, Notary Public, Loans, Real Estate, Insurance, IRMA - ALBERTA

J. W. STUART, Licensed Auctioneer, For sale dates in Irma District see W. Masson, Irma. WAINWRIGHT - ALBERTA

C. GREENBERG, M.D., Physician and Surgeon, Phone 40, Irma, Alberta

Meet Spring on the Coast

BARGAIN FARES

MAR. 18 to 26

PACIFIC COAST

VANCOUVER - VICTORIA - NANAIMO

Choice of Travel in COACHES - TOURIST or STANDARD SLEEPERS

Fares slightly higher for Tourist or Standard Sleepers in addition to usual berth charges.

RETURN LIMIT 30 DAYS in addition to date of sale

STOPOVERS ALLOWED at Stations Calgary, Nelson and West.

For Fares, Train Service, etc., Apply Ticket Agent

Canadian Pacific

A little chopped green pepper or pimiento gives zest to scrambled eggs.

TRAVEL BY BUS!

— for —

Comfort, Courtesy, Economy

Leave Irma daily, going east, 8.10 p.m.

Leave Irma daily, going west, 8.15 a.m.

WEEK-END EXCURSIONS ON ALL LINES

Sunburst Motor Coaches Ltd.

J. C. McFarland & Co., Irma, Alta.